

... THE ...
KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAF TRADING Co., Ltd.

HEAD OFFICES:
55-59, Shaftesbury Ave.,
London, W.

Telephones: 1620-1-2 Gerrard.
Telegrams: "Gramofilm, Telew."
London."
Telewriter: 227 Charing Cross.



AND AT
Metropole Buildings,
The Hayes,
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Telegrams: "Gramofilm, Cardiff."
Telephone: 4352 Cardiff.

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ublished
Weekly

KINEGRAMS.

Notes and News from Everywhere.

Mr. J. Langham Brown, Manager of our Cardiff branch, sends me a letter from a customer in which the following sentence occurs:—

"From the day we started your programme our receipts have gone up, and this in spite of the fact that we have had since that date a large new Hall in immediate opposition."

Mr. Roberts, of the Cadogan Electric Theatre, Chelsea, tells me that he scored heavily just recently when he showed "A SISTER'S ORDEAL." This particularly thrilling picture by Cines has somehow been overlooked by a good many people. It's in our list.

Commencing next week we shall insert a list of Feature Films, which we hold at our Cardiff branch for the convenience of those of our customers who find it more convenient to receive their films from that city.

An interesting point in the business of film hiring is the number of miles travelled by one film. One of our copies of "The Black Chancellor" for example has covered 6,212 miles in its journeys up and down the country!

THE LOOKER-ON.

ADVERTISING "FATHER." SCREEN
Have you booked "FATHER" yet? There is no doubt, whatever, that this picture by Itala marks a new era in Kinematography.

Zacconi, the gifted artiste, who plays the principal part, is regarded in Italy in much the same way as we did the late Sir Henry Irving, and, after seeing his performance in this film, we can readily appreciate this attitude.

Apart from the intensely dramatic fire scene, which is surely the most realistic conflagration ever witnessed on the screen, the story is one which will enthral all classes of picture-goers, and you will be losing a really good opportunity of filling your house if you fail to book it.

The scale of charges is given in the list of Feature Films on another page.

A NOTABLE EXCLUSIVE.

The following extract from the "Bristol Guardian" will interest those of our friends who have not yet shown "The Black Panther."

"I went to the Coliseum Picture Theatre on Thursday night and very much enjoyed the 'throws on the screen' of 'The Black Panther.' Years ago I used to devour with avidity Garboreau's novels, which were published in red covers at a shilling a volume, I remember. They were detective stories of the most weird and mysterious crimes, and the perpetrators were only run to earth after so many startling vicissitudes that they kept you on the tip-toe of speculation and excitement until the end. Well, the 'Black Panther' forcibly reminded me of my readings of years gone by when I saw it at the Coliseum Picture Theatre, and I was so wrapt in interest from the first film to the last that I was astonished when I looked at my watch to find I had been in the place so long. The films are the counterfeit presentment of reality and the best I have seen in the city. Ye who wish to see an excellent 'Cine' show throng to the one I am noticing!"

This extract was sent us by Mr. Simmonds, of the Coliseum Theatre, Bristol, who is himself most enthusiastic over the film.

"The Black Panther" is being shown all this week at the Oxford Cinematograph Theatre, Oxford Street, opposite the Oxford Music Hall, and those Showmen who are in town should make a point of visiting it.

Special music has been written for this picture by a well-known composer, which is loaned with the film at the rate of 5s. per week.

ADVERTISING ON THE SCREEN.

Very few Showmen are fully aware of the possibilities of the Screen as a means of advertising their future plans to Patrons. There is no doubt, however, that it forms one of the cheapest and most effective means of publicity at their disposal.

Any number of attractive announcements may be made by the use of good quality opaque Slides on which may be written or drawn the subject matter of your advertisement.

The projection of badly written, mis-spelt announcements on the screen cannot be too severely condemned; at least as much time as you give to the preparation of a newspaper advertisement should be devoted to the writing of a slide.

You are nearly sure to find among your staff one who is able to print or sketch, and the small amount of trouble entailed in drawing up a suitable design will be amply repaid by the stir of interest in your theatre when it is projected.

We supply opaque slides at tenpence the dozen. "Cinema Black," sufficient for 100 coatings, is supplied at one shilling the bottle.

Particularly effective is the Rainbow Slide, by means of which your announcements, written in the ordinary manner, appear on the screen in all the colours of the rainbow. These are sixpence each, and a half-dozen will be sent carriage paid.

SOMETHING FOR THE VESTIBULE.

Considerable interest has been evinced by callers at our Offices in the beautiful baskets of artificial flowers hanging in our Showrooms. Undoubtedly they make a handsome addition to the vestibule of any theatre and do not need the constant attention and replenishment which the use of living blossoms involves.

The Geraniums sell at 4s. the basket, and the Roses at 4s. 6d. Why don't you make up your mind to make this handsome and inexpensive addition to your theatre entrance this week?

FEATURE FILMS FOR SALE.

Next week we propose publishing a list of Feature Films which we have for sale outright. There are doubtless many among our readers to whom particulars of these will be of interest, and we might take this opportunity of mentioning that at all times we are open to receive offers for any feature film in our list. An inexpensive feature film is a useful investment to guard against a possible let-down and forms a cheap method of insurance against a difficulty for which no compensation repays, as every showman must know.

FEATURE FILMS.

These Films are offered subject to the dates required being open on receipt of order. While every endeavour is made to ensure punctual delivery of Films we cannot hold ourselves responsible for delay or non-delivery from any cause. If a confirmation by wire is required, stamps for payment should be enclosed.

ALL QUOTATIONS ARE FOR THREE DAYS' BOOKINGS, UNLESS OTHERWISE SPECIFIED.

Wiring No.	Name of Film.	Length ft.	Maker.	Re-leased.	Jan. 20	Jan. 23	Jan. 27	Jan. 30	Feb. 3	Feb. 6	Feb. 10	Feb. 13	Posters.
860	Nick Winter and the Ace of Clubs	1693	Pathé	Feb. 15	—	First	Vacancy	Feb 17	£8 week	—	—	—	
861	The Smouldering Spark	1500	Selig	Feb. 9	—	—	—	—	—	—	75/-	75/-	
859	The Merry Widow	2312	Eclair	Jan. 12	—	—	—	—	—	—	60/-	60/-	
862	On the Steps of the Throne	3350	Pasq.	Feb. 23	—	First	week	£17 10s.	—	—	—	—	
854	The Crooked Path	2137	Lubin	Feb. 2	—	—	—	—	—	—	80/-	80/-	
855	The Stolen Symphony	2023	Lubin	Feb. 16	—	First	Vacancy	Feb 20	£4 (Three days)	—	—	—	
856	The Kerry Gow	2770	Kalem	Feb. 9	—	First	Vacancy	Feb 17	£12 week	—	—	—	
857	Nick Winter and the Ace of Clubs	1693	Pathé	Feb. 17	—	First	Vacancy	Feb 17	£8 week	—	—	—	
858	The Stolen Treaty	3165	Nordisk	Feb. 2	—	—	—	—	—	—	—	120/-	Q.C. 8 sheet.
853	The Panther's Prey	1920	Gaumont	Jan. 5	—	—	—	50/-	40/-	—	—	40/-	4 sheet, 8 sheet
852	A Race for an Inheritance	2400	Gaumont	Dec. 26	—	60/-	50/-	50/-	45/-	—	40/-	40/-	6 sheet Q.C.
850	The Merchant of Venice	2000	Than.	Feb. 8	—	Offer	invited for	First	Week	—	—	—	
848	At the Risk of her Life	2800	Cosmo	Jan. 26	—	First	Vacancy	March 10	£5 week	—	—	—	
844	The Woman in White	2000	Than.	Jan. 22	—	—	—	80/-	—	60/-	60/-	60/-	6 sheet Q.C.
840	Kings of the Forest	1800	Selig	Jan. 19	—	—	—	—	—	50/-	50/-	50/-	6 sheet Q.C.
842	Father	3485	Eclair	Jan. 19	—	—	—	140/-	120/-	120/-	100/-	100/-	6 sheet, 8 sheet
841	The Black Mask	2950	Am. Re.	Jan. 11	—	120/-	—	—	80/-	80/-	70/-	—	8 sheet Q.C.
847	The Mills of the Gods	3079	Vita.	Jan. 9	—	90/-	—	80/-	—	—	—	—	
839	Jess (Rider Haggard)	3000	Than.	Jan. 8	—	—	—	—	80/-	70/-	—	—	6 sheet Q.C.

839	3079	Jan.	9	8	90/-	80/-	70/-	6 sheet Q.C.
839	3000	Jan.	1	1	40/-	40/-	30/-	6 sheet Q.C.
843	2000	Tham.	Jan.	1	40/-	40/-	30/-	6 sheet Q.C.
843	1885	Eclair	Dec. 22	22	40/-	30/-	25/-	4 sheet, 8 sheet
836	2362	Nor.	Dec. 22	22	60/-	50/-	35/-	6 sheet
838	3150	Selig	Jan. 5	5	—	80/-	50/-	12 sheet, 6 sh. Q.C.
812	2150	A. B.	Dec. 19	50/-	40/-	30/-	25/-	12 sheet, 6 sh. Q.C.
831	2017	Nor.	Dec. 15	40/-	—	—	—	6 sheet
837	3390	Pathe	Dec. 14	—	60/-	50/-	30/-	16 sh. Q.C., 4 sh.
835	2525	Contl.	Dec. 12	60/-	50/-	40/-	30/-	6 sheet Q.C.
824	1250	Barker	Dec. 8	—	25/-	25/-	20/-	Q.C.
846	2380	Nor.	Dec. 1	—	—	25/-	25/-	6 sheet
845	2390	Bison	Dec. 1	—	—	30/-	25/-	6 sheet Q.C.
826	2990	Cines	Nov. 30	40/-	—	35/-	—	6 sheet, 4 sh. Q.C.
830	3000	Duskes	Nov. 28	—	—	35/-	30/-	4 sheet
825	2099	Vita.	Nov. 25	30/-	25/-	—	20/-	Q.C.
832	2000	Nor.	Nov. 28	—	—	—	20/-	6 sheet, 8 sheet
833	2663	Nor.	Nov. 23	—	—	35/-	35/-	6 sheet
827	2827	Cines	Nov. 23	—	—	40/-	35/-	8 sheet Q.C.
829	2000	Ambr.	Nov. 10	—	—	25/-	20/-	8 sheet
822	2000	Tham.	Nov. 9	—	25/-	20/-	20/-	6 sheet Q.C.
818	2000	Tham.	Nov. 9	25/-	25/-	20/-	20/-	6 sheet Q.C.
810	3000	Rep.	Nov. 9	—	30/-	—	30/-	6 sheet
803	2352	Nor.	Nov. 9	35/-	—	—	30/-	6 sheet
828	2660	Ambr.	Nov. 4	30/-	30/-	30/-	30/-	6 sheet
820	2785	Gerr.	Nov. 3	—	35/-	35/-	30/-	8 sheet, 4 sheet
809	2171	Nor.	Nov. 2	—	30/-	25/-	20/-	8 sheet
817	2216	Nor.	Oct. 27	30/-	30/-	25/-	25/-	6 sheet
816	3700	Hep.	Oct. 24	—	45/-	40/-	40/-	6 sheet, 8 sheet
783	3500	Ambr.	Oct. 13	50/-	50/-	45/-	45/-	6 sheet
787	2876	Vita.	Oct. 24	—	30/-	30/-	30/-	Q.C.
806	1928	Cines	Oct. 19	20/-	20/-	20/-	20/-	6 sheet Q.C.
801	1964	Pathe	Oct. 9	20/-	20/-	20/-	20/-	4 sheet
814	2148	Nor.	Oct. 6	20/-	20/-	20/-	20/-	6 sheet
799	3000	Gau.	Oct. 6	30/-	30/-	30/-	30/-	4 sheet
798	2900	Vita.	Oct. 3	30/-	30/-	30/-	30/-	8 sheet Q.C.
789	2350	Gau.	Sept. 29	—	20/-	20/-	20/-	Q.C.
785	2000	Nor.	Sept. 21	30/-	30/-	30/-	30/-	6 sheet
778	2000	Gau.	Sept. 15	20/-	20/-	20/-	20/-	Q.C.
791	2571	Vita.	Sept. 12	25/-	25/-	25/-	25/-	Q.C.
792	2600	Bison	Sept. 8	20/-	20/-	20/-	20/-	—
796	1000	Edison	Sept. 7	10/-	10/-	10/-	10/-	Q.C.
784	2000	Nor.	Sept. 7	30/-	30/-	30/-	30/-	6 sheet

FEATURE

[illegible]

EXCLUSIVES.

Name of Film.	Length.	Jan. 20	Jan. 23	Jan. 27	Jan. 31	Feb. 3	Feb. 6	Feb. 10	Feb. 13	Posters.
Lolotte (Cafe Chantant Singer)	2,000 ft.	50/-	50/-	50/-	50/-	40/-	40/-	40/-	40/-	6 sheet Q.C.
The Boy Scout Hero	2,000 ft.	85/-	85/-	80/-	80/-	75/-	75/-	75/-	75/-	6 sheet Q.C.
Devil's Mask	2,000 ft.	60/-	All booked	50/-	50/-	40/-	40/-	40/-	40/-	6 sheet
Once Upon a Time (Col. Series)	1,100 ft.	50/-	50/-	50/-	50/-	30/-	30/-	30/-	30/-	Q.C.
Black Panther	3,000 ft.	60/-	60/-	60/-	60/-	60/-	60/-	60/-	60/-	Q.C., 4 sh., 8 sh.
Dante's Inferno (Helios)	1,100 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	D.C., 4 sh., 16 sh.
Daughter's Sacrifice	1,500 ft.	50/-	50/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet
Only a Jew	1,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
Revenge and Remorse	2,500 ft.	50/-	50/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet
Black Blood...	3,000 ft.	50/-	50/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet, 12 sheet
The Ring That Binds	3,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	Q.C., 6 sheet
Drummed Out	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	Q.C., 12 sheet
Thro' Trials to Victory	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
The Rights of Youth	2,500 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	6 sheet
At the Eleventh Hour	2,500 ft.	25/-	25/-	25/-	25/-	25/-	25/-	25/-	25/-	8 sheet

REVIEW OF EXCLUSIVES HERE AT 10.30 a.m. EVERY TUESDAY.

LATEST PURCHASES.

"AT THE FOOT OF THE SCAFFOLD."

Hepworth.

Length 1,925 ft.

Released Feb. 9th, 1913.

British made Feature Films are almost an unknown quantity, and therefore all the more welcome when they do appear. This picture combines the merits of home manufacture and convenient length with a good story, well acted.

John West is the victim of circumstantial evidence on which he is sentenced to death for the murder of his employer. The real murderer meantime is convicted for a petty crime, and while attempting to escape from prison he seeks shelter in the home of John's mother, who, in spite of her own great grief, finds time to care for the man who has been seriously injured by a pursuing warder. Dying, and stricken with remorse, he confesses to the crime for which her son is to pay the penalty on the morrow. This startling confession results in an exciting race to the prison, where John West is rescued from an ignominious death at the eleventh hour.

First week Feb. 10th. £10 the week.

"UNDINE."

Thanhouser.

Length 2,000 ft.

Released Feb. 22nd, 1913.

This latest Thanhouser may justly be called a photo poem, and is based on the well-known story of a Water Nymph who falls in love with and marries a Mortal. He is a prince, but faithless, as mortals sometimes are.

The pathetic little story is carried out in a faultless manner by the producers and is of equal interest to young or old. It is, of course, essentially a picture for the best class audience.

First vacancy Mar. 3rd. £8 the week.

"THE SHAUGHRAUN."

Kalem.

Length 3,000 ft.

Released Mar. 16th, 1913.

The "O'Kalem's" have justly earned a reputation for their Irish subjects as evidenced by the enormous popularity of such stories as "The Colleen Bawn" and "Arrah-na-Pogue," and this has been fully maintained in these latest productions. "The Shaughraun" has all the advantage of local scenes and is bound to be an enormous draw wherever Irishmen are found.

First vacancy Mar. 24th. £12 the week.

"THE DEVIL'S DAUGHTER."

Nordisk.

Length 3,008 ft.

Released Feb. 16th, 1913.

Of this film nothing more need be said than to state that it is emphatically one of the films to book for February. It is of the sensational order and describes the adventures of a modern Circe and her victims, chief among whom is a young Sculptor. The picture is remarkable for the realistic thunderstorm effects which play an important part in the development of the story.

First vacancy Feb. 20th. Three days £7 10s.